BALLYHOO





What can this

JOIN BALLYHOO'S BIG PEEKABOO CONTEST AND SEE THE WORLD!

You too can become a Columnist and win BIG CASH PRIZES!

Simply cut out the keyhole and see what you can see.

If you see anything hot cha jot it down you see keyhole?

on your cuff and send the cuff to Ballyhoo.

You may send in as many cuffs as you wish but each cuff must be accompanied by a shirt.

In case of ties, send only plain one. No stripes or figures.

The person or persons seeing the most through the keyhole has the best eyes and is congratulated.



Fifty Million French Mags Can't Be Wrong

BALLYHOO, February, 1935, Val. 8, No. 1, Pablished sensity and copyrighted by the Dell Pablishing Co., Inn., 149 Medition Ave. New York, N. Y. Goorge T. Lielchorte, Fr., President and Treash, H. Meyer, VicePrex 1, Fred Henry, VicePrex 1, M. Delicorte, Sev. Chicase Advertising Office, 340 N. Michigan Avenue, Chicago, Ill. Entered as second-class reather June 22, 1931, at the Post Office at New York, N. Y., under an set of March 3, 1979, "verly subscriptions \$1.95. Engine copies 15c, Price in England 17-a copyr subscriptions 19.66 for grave free, Other foreign the Company of the Company

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Sage-Femme Dip. F.M.P. Pens, Cons. tte h

A SAME SHAPE

obtenir en secret et rapi-dement, sans rien absorber, diza la cas) Il sera chi lettres

Le CRIER





Tu devrais lui dire que nous allons visiter les pauvres gens. (2)



Mais, votre hon-neur, il m'a avisé qu'il a l'intention de m'ex-poser. (3)



Sacrél Ces fiacres de Parisl (5)





Je voudrais bien le considérer quelques jours! (7)



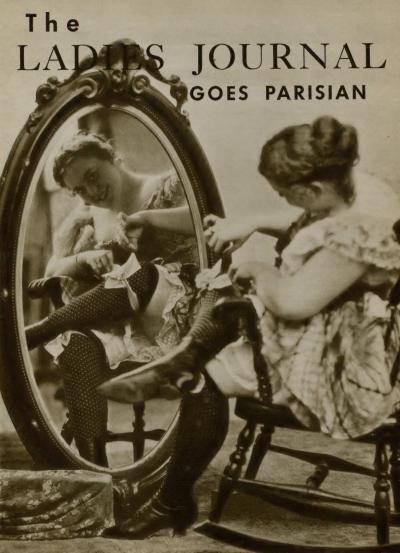
Quel ennui ici sans ces couchons de touristes Américains!





C'etait vous, Emery? (10)





The JOURNAL'S FRENCH-ENGLISH DICTIONARY

All the Phrases and Then Some Guaranteed to Get You Around Paris and Keep You Out of Jail Spelled to Pronounce Easily

A moor	Lust
Bebe, kuh feet vouse tonight?	Whatcha doing tonight babe?
Come on talley-voo?	How's tricks?
Comb bee yen poor set genuine gown Pareeseeyen poo	T .
ma wife?	
Donnay-moi deux Martinis	
Donnay-moi deux Scotch ay sodas	
Donnay-moi trois straight ryes	
Eh?	
Eifull aw full	
Fa Keriss say quit folla in me around	
Gasson, deux more Martinis	
Gasson, la dission	
Gasson, comb prenay vuse ou there are a couple belle	
fammes	really good looking women in this man's town
Gasson, deux orders de jam bone ay uffs	
	ham and eggs
Ill ay kock I	He's cockeyed
Hic	
Juh vouse aim, juh vouse a door, kuh vooley vous	e
encore?	I love you, I adore you, what more do you want?
Juh voo un mink coat, du diamonds, un Renault et u	
grand appartiment	
Juh ta door	
Juh ay un grand tett owe juh dwee	
Kerist!	
Low zee	
M'sieu, voolay-voo muh directay a luh nearest comfor station?	my deah?
Ne levay voo pas, Ladee A staire, juh entray sullmoun poor lavay lay man	t Don't get up, Lady Astor, I just came in to wash my
Ne dee ree un a ma frau, cherry	Don't breathe a word of this to my wife, darling
Oo est le may zoon de Gertrude Stein	Where does Gertie Stein hang out hang out why who
Pollay-voo Fransay?	Habla espagnole?
Quel et le big ideee?	What's the big idea of overcharging us? Is it because we're Americans?
Poor quah dont les francays pay le war dettes?	Why don't youse bums pay the war debts?
Oo la lah	Ooo la lah
Pah la, ici	Not there. Here.
Pardonnez muh, mais voo ay sur mah wife	
Right!	
Que fay juh?	How'm I doin?
Swa zon franks pour set lousy shoes, voloor?	Sixty francs for that lousy thing, you robber?
Taxi!	Taxi!
Use edit, bikboy!	
Voter wife est inconstant, monsoor	
Vass iss loss?	What's the matter?
Vous avay un belle chassis, cherry	You have a beautiful chassis, cherie
Sah odoor	. It stinks!
Vere can I get ah good piece harring	Where can I purchase a delicious bit of herring?
Voy see doo muck dans voter you	Here's mud in your eye
Voo pooray removay voter for fur coat	fur coat
Virgin's ne requeer pressant	Virgins need no urgin

Excuseitplease!

Zowie

X-coos eet pliz



The JOURNAL'S LITTLE GEM STORY REMINDER CHART



How many times have you said,

"I heard a good story last night but I can't remember it"? Plenty of times,

There's no excuse for forgetting a good story if you have one of our handy Story Classification Charts. All you have to do is listen and consult our chart for key symbols which you write down on the back of an old envelope or your trux shirt. It's Simplel It's Colossoll You can be the life of the Partyl You'll be asked everywhere. Marke outsidel

Locale

HOTEL (A/5)	BEDROOM (A/2) HOTEL (A/5)	FARMHOUSE (A/3) HAYLOFT (A/6)	MINING CAMP (A/4) SEDAN (A/7)
-------------	------------------------------	----------------------------------	-------------------------------

Type of Story

FOR MEN ONLY (B/4)	MIXED COMPANY (B/2)	KIND YOU TELL YOUR WIFE (B/9)

Characters

CHORUS GIRL (C/8) PANSY (C/5)	DRUNK (C/2) COUPLE (C/7)	TRAVELING SALESMAN (C/6) PROSPECTOR (C/I)
----------------------------------	-----------------------------	---

Action

VULGAR (D/5)	KNEE (D/8)	EUROPEAN (D/9)

Tag Line

- (E/1) I'm the cluck who slept in the parlor.
- (E/2) C'mup'nsee me sum'time.
- (E/3) I'm just the doorman here.
- (E/5) Because 1 wave you.

(E/6) Move Over.

(E/7) Oh yeah.

(E/8) Boool

(E/9) Ce bon? Ce Magnifique!

For instance: If you consult your notes someday and see the following key letters, A/3 B/2 C/6 D/8 E/1, you will instantly remember that that was the story about the traveling salesman who stayed the night at the formhouse, and was it funny?

Of course, space will not permit our enlarging this chart so as to include some of the more subtle numbers. Now that you see how it's done, you can augment our plan with your personal touches.

It's easy enough once you see how it's done (this is not a tag line).

Carry this chart with you and you'll never forget a story.

NOUVELLE ROBE NOUVELLE VIE.

The Ladies' Journal's Pretty Patterns for Gals with Little Money and Swell Shapes



6321. RADIO: showing what you can do with a roll of old aerial wire. This one should have the patrol cars after you.

around wrap. Materials may be had at any Army and Navy store. If you can't buy them let us know and we'll give you names and addresses of soldiers and sailors.



Ha---et je ne peux pas même choisir mon, propre garçon d'honneur. (11)



Il m'a d'eshabillé avec ses yeux. (12)







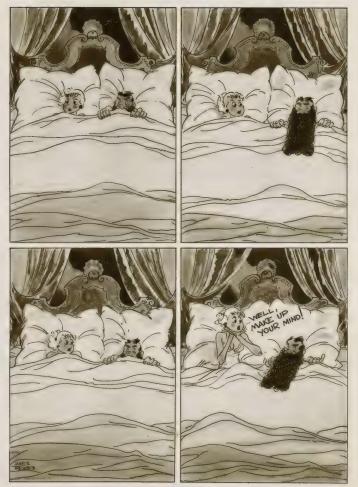
En bien donc! Vous aussi, vous n'avez pas le moyen d'aller au sud cet hiver, hein? (14)



Quel élani (17)



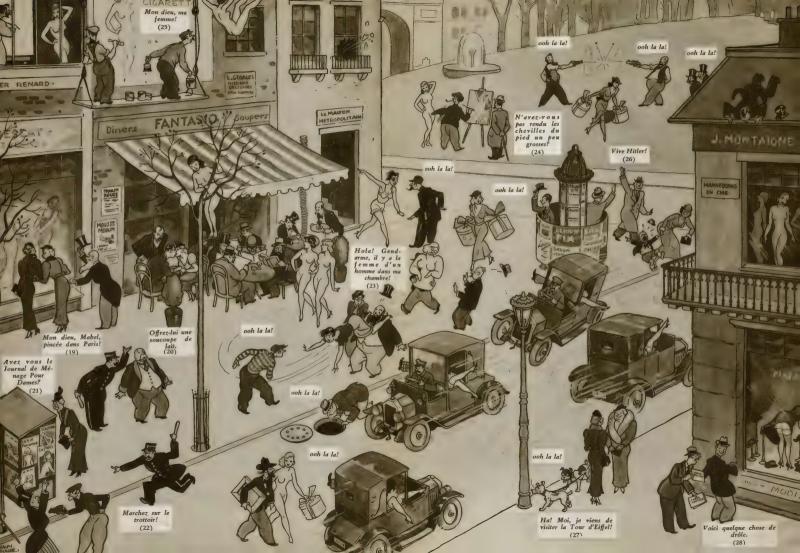




FRENCH POSTCARD DEPARTMENT

Ballyhoo crashes through with the very latest in Feelthy Pictures!











Pourquoi est—ce qu'un poulet traverse le chemin? Pour arriver à l'autre coté.





Etes—vous prète à paraître dans cette scène proche, Mille. De Vere? {37}



Ca vous est égal si je fume?



Encore une fois le tour du parc, Jacques, jusqu'a ce qu'elle soit en humeurl (39)



Je gagne le prix de la bôite. (40)

BALLYHOO LAUNCHES A NEW STATUE DECORATING COURSE

Postgraduate Lessons for those who put Mustaches on Billboards



LESSON 1.

Start modestly with simple statues such as above. Do not attempt the Laccoon group in the beginning. Below we see what a bequtiful effect can be obtained with full-length figures.



LESSON 2.

Here is a fine example of taste in statue decorating. Simple yet with a certain joi de vivre.



Some very chic results can be had with heads.
And when it comes to husts——!

LESSON 4.



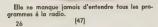
Ah! Tu dis qu'on vient de jeter une brique dans la fenêtre—eh bien, où est la brique?













Si çà ne guérit pas son somnambulisme, je me rends!

(48)



C'est drôlel Je n'y avais jamais pensé. (49)

La prochaine fois que vous serez saôul, ayez l'obli-geance de ne pas errer dans un magasin d'orguesl (50)





Ah, monsieur, je vous prie, ne jujez pas sur l'apparencel (51)

ADLAFFS

BALLYHOO PAYS \$10 FOR EACH ADLAFF PRINTED

(But remember, in case of duplicates, the first one in gets the ten bucks!)

Not a line or bulge is visible



Who's the tady? The author or the "important subject"?

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Cozy Snuggie Pajamas

Delicate shade of pink in twoething warm to gies" are the answer to "Somsnug and good looksleep in!" Light in weight, -piece style "37218-

1

Page Gertrude Stein!



Wby don't you train your dog, lady?



MEN LOOK THEIR BEST in TAYLOR—MADE CUSTOM CLOTHES Yes, don't they.



Just One More Day!

They're Guaranteed Not to Run . . .

Just the kind of a gal we're looking for!

Be "in the pink" tonight!

pink mood . . . pink nightie pink skin How 'bout pink toothbrush?

Miss Sally Staunton

Now we know what's become of Sally!



What does she do the other 364 days?



What ya mean "Secret"?



BALLYHOO'S WOMAN'S PAGE

HELPFUL HINTS TO OUR FEMININE READERS



Article III

THE GENTLE ART OF MAKING UP

By LILLIAN DAY, Inc.

PARIS

LONDON

NEW YORK

PERTH AMBOY

THE DAILY 40 STEPS

"Begin making up your face with your mirror in one hand and this book in the other," advises Ellen Eisenstein, famous beautologist.

You will have no difficulty in purchasing cosmetics. Any Beauty Salon or department store or drug store will gladly sell you all you

The first thing to remember is to accentuate your natural features. It's no use trying to pretend you haven't got that nose. Then you must choose the colors which best carry out Nature's original intentions. Owing to our modern diet, climate, dust, heating . . . oh, I've said that before, haven't I?

If you follow the ensuing instructions carefully your make-up will last the entire day with only one or two re-touches per hour, if you

behave yourself.

Application of a touch of rouge to the ear lobes dramatizes them, and a suggestion of it in the nostrils gives one that aristocratic,

sniffing air.
A dot of blue pencil at the outer corners of the eyes, with just a suspicion of a downward stroke gives one that vague expression so much in vogue now among our best breeds of lap dogs, while if you turn the stroke upwards, it creates starry-eyedness.

The same thing is true of the mouth. If you decide that your type (type) is gai (gay), a slight upward trend of the lipstick at the corners will accentuate it, while if you prefer being a Dangerous Woman, reverse it. The ancient Egyptians who knew about makeup from the toes up, developed this art of expression among their circus clowns.

Bingee lipstick is not a paint. It brings out the natural color of your lips onto your boy friend's shirt

Biffproof lipstick is used by our

most exclusive gangsters' molls. The first essential of a lipstick is that it be digestible.

Having chosen the lipstick that will blend properly with your rouge, will olem properly with your rouge, mail polish and gums, apply it freely to parted lips. Then compress them firmly on a piece of Lip-compressing Tissue (\$1.00 a package) and you will have a perfect Cupid's Bow and Arrow. Eyelashes are of supreme importures. You see her the protects of the property of

tance. You can have them attached at any of the better Eyelash Emporiums. This is not really artificial, as each hair is attached to one of your own, so it is just following out what Mother Nature stopped growing. Adoree La Mar gives her eyelash customers a copy of her pamphlet, "Veiled Looks, on request and payment.

HOW TO HAVE THE BODY BEAUTIFUL

I took a course in Eurythmics. which is the art of responding to music with the muscles, and should not be practiced at concerts. I also now take tap and adagio dancing. What with the Turkish Bath on Mondays, Louis on Tuesdays and Saturdays, the manicure on Wednesdays, permanent waves, sets, scalp treatments, facials, eye-brow



shapings, eye-lash curlings, and shopping and fittings, I really don't get much time to think about myself.

BEFORE RETIRING

First cleanse the face and neck thoroughly. This is done by anplying Thorough Cleansing Cream and removing it with Thorough Cleansing Cream Removing Tis-Cleansing Cream Removing Tissues. Then apply Night Restoring Cream freely. Then rub tonic into scalp, set hair with Setting Lotion and pins and cover with net can. it is well not to lie on the hair. Woman's greatest enemy is Dropping Contours. Adjustable double ping Contours. Adjustance course or triple Chin Strap is excellent for this, but one should then avoid sleeping on the face. BALLYHOO will offer a prize of a brand-new facial tissue for any bright saying by a woman tied up in a Chin Strap.

The hands should be given their nightly bath in lukewarm Bathing Lotion and then rubbed with Special Sterilized Anti-Fidget Cream No. 12. Bathe the eyes in Eye Bather Solution with a few drops of boric acid, and do ogling exercise. At twelve, get up and apply Midnight Oil.

SPARE TIME

You can do many things to aid Beauty in your spare moments during the day. The dentist told me and index finger and squeeze to-wards the teeth. This is good for bashful, receding gums. "You can do it while you are reading a book," he said.

The manicurist said I should nut The mainturist said I should put Cuticle Oil on my nails and rub them downward. "It only takes a few mimutes a day," she said, "and it keeps the nails from getting brittle. You can do it while you're reading."

Louis said I should massage my (Continued on page 32)

DO YOUR XMAS SWAPPING EARLY!

BALLYHOO'S EXCHANGE DEPT.

Here's a chance to exchange your worthless Xmas Gifts for something just as useless. Grand opening January 1st.



Will exchange for anything else.



ARTISTIC TEA SET Will exchange for Artistic Coffee Set.



ORNAMENT Will exchange for any other ornament.



BABY CARRIAGE Will exchange for year's sub-scription to Birth Control Review.



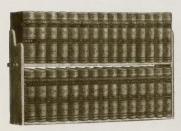


BACK SCRUBBER

Will exchange for husband.



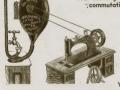
PAPER WEIGHT Will exchange for paper



COMPLETE ENCYCLOPAEDIA Will exchange for copy of "Anthony Adverse."



Will exchange for horse or "commutation ticket.



ELECTRIC SEWING MACHINE Will exchange for dress.

Translations

- 1. "I am ze Fullaire brosh man."
- 2. "You'd better tell him we're just slumming, Roderick!"
- 3. "But your honor-he threatened to expose me!"
- 4. "I don't know where they get that 'Paris, City of Love' stuff!"
 - 5. "Oh, these Paris taxis!"
- 6. "Who was the lady I saw you with last night?" "That was no lady, that was my wife."
- 7. "I'd like to turn it over in my mind for a couple of days!"
- 8. "It's certainly dull here without those American Tourist pigs!"
- 9. "Didn't I see you at le Rat Mort is evening?" "Not me, my little cabthis evening?" bage; it must have been a couple of other fellows."
 - 10. "Was that you, Emery?"
- 11. "So I can't even pick my own best man!"
- 12. "He undressed me with his eyes!" 13. "Madam-you just sat on my hus- gram!"
- band!" 14. "Well, well, couldn't you afford to walking-I give up!"
- go South this winter either!" 15. "Do you really mean that I can
- keep all these brushes?" 16. "Is your wife entertaining this season?" "Not very."
- 17. "Some take-off!"
- 18. "Play your red card!"
- 19. "Gosh, Mabel, pinched in Paris!"
- 20. "Try giving her a saucer of milk." 21. "Have you a copy of the Ladies'
- Home Journal?" 22. "Get on the sidewalk!"
- my room!"
- 24. "Haven't you got her ankles a bit thick?"
- 25. "My gawd, my wife!"
- 26. "Heil Hitler!"
- 27. "Humph! I've just been over to rolling the eyes.
 the Eiffel Tower!"
 These things
- - 28. "Here's a hot one."
- 29. "Miss Sparlow, you've got to fight extra hard for your honor while this clean drive is on."
- 30. "Richard-come quickly-the mov-ers must have been here while I was in the bath!"
- 31. "I can't think what to get my husband for an anniversary present," "Why don't you get him a book?" "He has a book."
- 32. "That porter should have given me ten minutes' notice!"
- 33. "Don't hurry, barber. I like it down here." (Hold this up to the light and see why.)
- 34. "Funny—I can't see a thing in Winchell's room!"

35. "Why does a chicken cross the street?" "To get on the other side."

36, "Funny—I can't see a thing in Sobol's room!"

- 37. "Are you ready for a close-up, Miss DeVere?"
 - 38. "Do you mind if I smoke?"
- 39. "Around the park again, James,
- until she gets in the mood!" 40. "I'm working my way through college."
- 41. "You say someone just threw a brick in the window-all right-where's the brick?"
- 42. "I thought I told you, General, you may not wear those medals on your pajamas!"
- 43. "We're hoping to be able to pry them apart in time for their next match!"
- 44. "He's a bed manufacturer and always wants to talk shop.'
- 45. "But you really can't blame him, dear, it is a lousy picture."
- 46. "We must try some wine some time, just for a lark."
- 47. "She never misses a radio pro-
- 48. "If that doesn't stop his sleep
- 49. "Funny I never thought of this before!"
- 50. "Next time you're drunk, I wish you wouldn't take a stroll through a pipeorgan store!"
- 51. "Now, please, sir, don't jump at conclusions!

Woman's Page

(Continued from page 30)

23. "Officer, there's a man's wife in scalp with my fingertips in my spare moments, to keep it loose. My gym teacher advocates rotating the foot to strengthen the The head should be held high whenever possible to combat

Repetitious Chin, and don't forget These things interfere somewhat with reading, especially the rolling

I'm afraid I'll have to of the eyes. give up reading.

My husband came in one day while I was occupying my spare moments. I noticed he looked at me strangely. I'm afraid I'll have to give up my husband.

I'm afraid I'll have to give up going to parties; I haven't the time, but when I do go out, I have the consciousness of looking sleek and svelte and coiffed. I'm not ashamed to go to the best Beauty Parlor on Fifth Avenue. I can hold my head up; in fact, I always do; but I never laugh, because one hearty laugh destroys months of saying "Pouf-pouf."

The Fashion Hour for Men



In both the b our perfect appearance between su so many times

Assure yourself of the best possible appearance — always — by wearing only fine clothes custom tailored by Shotland and Shotland

You are particularly invited to view our large and beautiful of Winter and early fab-rice—to verify the quality of our creations—and to be pleased with our "values" at their comparably low prices.

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Next Month Everything 99% Off

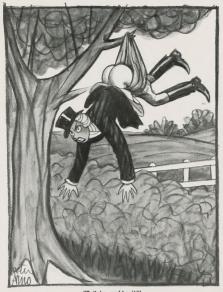
peter arno

is only ONE of the reasons why you will like

Here are some others in this month's issue.

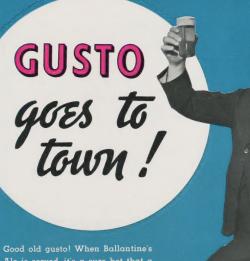
jimmy durante charlie butterworth heywood broun russell patterson iack kofoed ieff machamer ied kiley iim aswell pare lorentz michael fessier

ed graham



"Tallyho, goddamit!"

AND LOOK AT THESE FEATURES! collegiana-\$25 for each one printed candid camera contest-\$25 for each picture young man of manhattan gal about town college comics-10 pages letters of a father to his son in college college digest



Ale is served, it's a sure bet that a good time will be had by all. It's an old-time, full-strength ale with a priceless flavor brewed into it by old-time brewers who appreciate the meaning of a balanced, full-bodied beverage. That is why everyone who would enjoy a drink with good old gusto—drinks Ballantine's.

Order Ballantine's today! Test its mellowness and character—then toast its triumphant flavor with gusto. It will be your first choice from now on

BALLANTINE



BALLANTINE'S ... ALE

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